nourmuhalhal@gmail.com

(425) 773-8930

Seattle, WA 98101

www.linkedin.com/in/nourmuhalhal

**Nour Muhalhal**

**EXPERIENCE**

**Media Marketing and Design Coordinator 09/2019 – 06/2020**

***University of Washington Bothell***

* Creating website layout, testing, and improving process flows using Kentico CMS, HTML, and CSS to increase user engagement with site
* Collaborate with external teams to implement SEO strategies and competitive analysis resulting in a successful campaign increasing website traffic by 10%
* Conduct focus groups with stakeholders to ensure users experience and accessibility with website translating into simplifying our online reservation tool

**Policy Analyst Intern 06/2019 – 09/2019**

***Washington State Department of Social and Health Services***

* Examined 10 years of existing immigrant and refugee program data and their integration in King County
* Developed final report with impact cost analysis matrix that confirmed the 2009 success metrics by 11% and statistical findings with recommendations presented to the Economic Services Administration Leadership
* Collaborated with external teams to simplifycase management system by leading focus groups to collect feedback from contractors regarding usability causing a 20% increase in site usage

**Student Assistant 05/2017 – 06/2019**

***University of Washington Bothell***

* Curated bi-weekly newsletter reaching 350+ subscribers leading to a 20% event attendance increase
* Launched and grew Facebook and Instagram following by 50% through department collaboration and copywriting strategy
* Designed event flyers, brochures, and presentations for the Equity and Diversity Department via Adobe InDesign

**Undergraduate Research Assistant 01/2018 – 05/2019**

***University of Washington Bothell***

* Managed team of 3 to create social-emotional curriculum and intervention strategies for 30+ Latinx’s girls’ to increase retention rates at Cleveland High School
* Synthesized data using statistical software SPSS to develop final report and successful intervention strategies resulting in students grade increase by 20% in core classes
* Developed 30+ qualitative surveys given to students to gain feedback from students

**EDUCATION**

**Bachelor of Arts of Psychology and Educational Studies 06/2020**

**University of Washington Bothell**

* Highlighted Courses: Social Psychology, Design Thinking, Statistics, and Social Research
* Awarded University of Washington - Das Gupta Educational Leadership Scholarship 2018-2019

**SKILLS**

* Creative
* Adaptability
* Detail Oriented
* Microsoft Office
* Google Analytics
* Adobe Creative
* Strategic
* Research
* Data Analysis
* Leadership
* Innovative
* Communication